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ABSTRACT

This booklet on clothing, 1 in a series of 12 covers all the basic aspects of personal- and family-money management. Suitable for use by high school and college students as well as adults, this handbook gives wardrobe planning, buying, and care information. The first three sections consider the functions of clothing, the importance of self-knowledge in clothing, choice, and planning a wardrobe; Money matters are discussed in section 4: the amount available for clothing expenditure, payment methods, and money saving tips. Section 5 focuses on the qualities of the various types of clothing fabrics. Basic guidelines are provided in section 6 for judging workmanship and proper tailoring in order to buy wisely. Section 7 considers sewing one's own clothing and choosing sewing machines, patterns, and fabrics. Section 8 offers tips on caring for apparel, including laundering and dry cleaning. Handling complaints is briefly discussed in the final section. An appendix includes standard size classifications for different types of infants' and children's clothing sold in the United States and Canada. A list of agencies, associations, books, and pamphlets is provided. (YLB)

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money management

Your Clothing Dollar

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Introduction

Clothing is important to most of us for reasons that go far beyond physical necessity — to look one's best is a matter of both pride and practicality! Yet many find this hard to accomplish, despite the great variety of styles and fabrics available today in a wide price range.

Being well-dressed does not require a lot of money or a lot of clothes, but it does require buying skills and knowledge — of oneself and the basics of good design, of fabrics and their care. To be well-dressed within your means, you also need to know the principles of sound money management. These subjects are discussed in the pages that follow. Learn about them, apply what you have learned, and you will obtain greater value and delight from the clothing dollars you have to spend. It matters not whether you are male or female, buying for yourself or for a family. The essentials of managing clothing dollars wisely are the same in any case!

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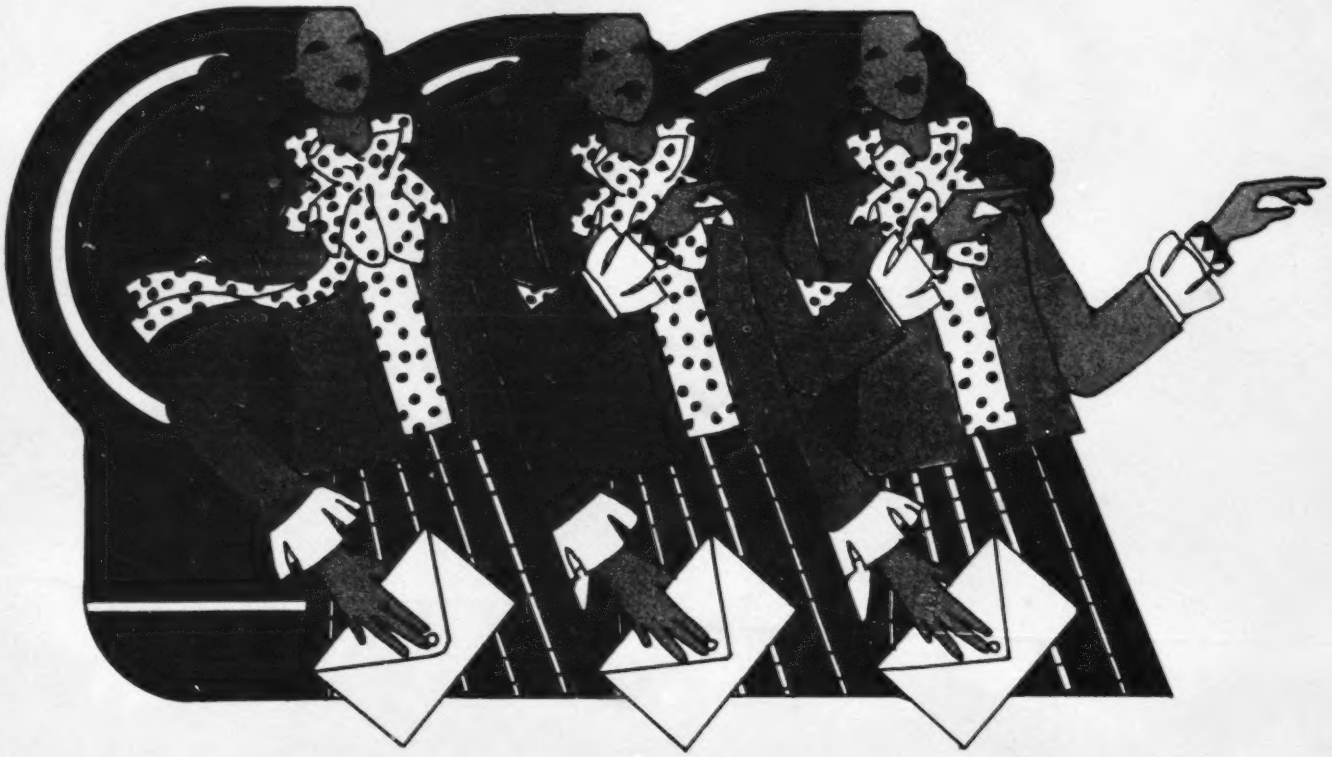
Clothing is more than a cover-up

Clothing is of course a necessity, keeping us covered and comfortable, but few regard it as only that. If we did, attiring ourselves would be simple indeed! The truth is that besides meeting basic physical needs, clothing offers countless other possibilities. Wear the wrong garment, for instance, and you're off on the wrong foot; dress attractively, suitably, and self-confidence soars — you enjoy "social security." And do you take pride in your individuality? Expressing it through your wardrobe is exciting and fun.

Clothing makes statements too, revealing all kinds of things about us: age, gender, status, tastes, degree of pride and self-respect. Eye-catching clothes say one likes the spotlight, something nondescript bestows anonymity. Do you want to be accepted by a certain group? Wearing its unofficial "uniform" is a signal you'd like to join. To keep people at arms' length, on the other hand, wear something bizarre. It works wonders! Do you desire an air of authority? Clothing can provide it. Consider soldiers — they aren't decked out in spiffy uniforms for nothing. Do you enjoy being treated with deference and respect? Look elegant. Soiled, shabby or mismatched garments suggest that you don't consider clothes important. What kind of statement do you want your clothes to make?



The importance of knowing yourself

What kind of person are you? We vary so much in character, temperament, interests and lifestyles, to say nothing of the sizes and shapes of our bodies! A great designer once said that to be well-dressed is, above all, to know oneself. This is particularly true if you wish to dress well on the amount of money you have to spend. Clothes you buy that "aren't you" tend to hang in the closet, unworn, and this is equally true of those that aren't becoming. What could be more wasteful of clothing dollars?

Have you ever noticed two women wearing exactly the same outfit, but only one looked truly attractive? Most likely its style, fit and design elements — lines, color, texture — were right for her, harmonizing with her personality, enhancing her face and figure. This was not mere happenstance: she surely knew herself well and dressed to maximize her assets, minimize her liabilities.

Self-knowledge is also vital to the development of personal style, a very different thing from just being fashionable. Style suggests distinction and elegance; it bespeaks imagination and individuality. From the many current fashions available, the stylish individual selects only those that are becoming, adapting and combining them to suit personal needs and purposes. A slave to fashion wears the latest thing, whether it is becoming or not. Fashions come and go, but personal style endures — year in and year out.

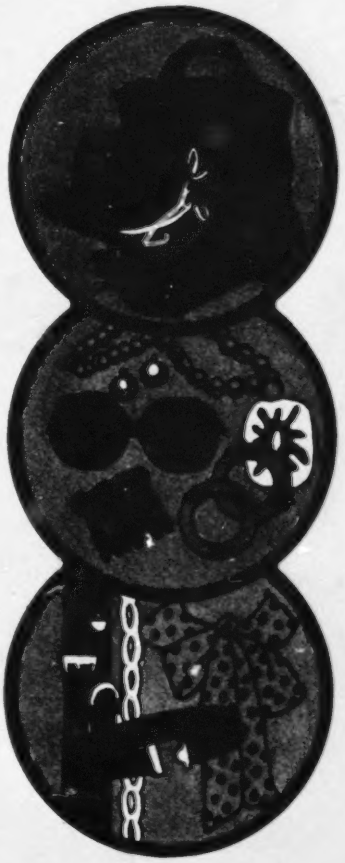
To help you develop a unique style and sound judgment in choosing clothes that are right for you and the occasion is beyond the scope of this booklet, but fortunately there is a wealth of material available on these subjects. It can be found in the fashion pages of newspapers and magazines and in a number of specialized books on dress for both sexes. Some of the latter are listed under **Suggested resources** on page 37. And don't be afraid to experiment in your efforts to achieve a desired look!

Planning a wardrobe

Once you have an idea of what looks and feels best on you, and have analyzed your goals and lifestyle, you should be ready to plan your wardrobe. It makes good sense to do this on a seasonal or yearly basis. Begin by taking a try-on inventory of the clothes you have, for in most cases a "new" wardrobe is built upon an existing one. What wearable items does yours include?

As you put each garment on, ask yourself, "Do I really like this?" Be honest! If not, it's unlikely to be worn. Why not give it away to a friend or charity? (If you do the latter and itemize your taxes, be sure to obtain a receipt for the donation — the amount is tax-deductible.) Or you might sell it through a resale shop if one is nearby. As for those garments you do like, can they be worn as is? Are cleaning and/or alterations required? Could they be combined with anything else to make new outfits? Accessorize as you go along — ties, jewelry, scarves, belts, hats, gloves, whatever — to see if replacements or additions are needed. Would new accessories update an older outfit? Their costs are in no way incidental, but still less than new garments as a rule.

After setting aside the clothing you don't want, you may find it helpful to categorize the wearable garments in the **Wardrobe-planning chart**, according to desired use. (Make separate charts for each family member, if desired.) Some clothes can of course be worn for a number of occasions and activities, such as a coat that is suitable for work or school as well as for dates and parties. Don't forget to include the costs of cleaning and repairs. When the chart is filled in, you should be able to see at a glance where the gaps exist in your wardrobe. Write down brief descriptions of the replacements desired, in order of importance, and their estimated costs. Now you're ready to determine how much money you can safely allow for clothes.



For those seeking the maximum value and enjoyment from a limited, inexpensive wardrobe, here are some useful tips:

- Choose simple, basic styles — wardrobe expanders — that can be dressed up or down, depending on the occasion, and readily coordinated with other garments. It is especially advisable to avoid novelty or high style in those clothes which are to be worn often or over a long period of time. Classic designs have a timeless appeal and do not become quickly dated.
- Select garments that can be worn with clothing currently owned.
- Plan around one or two basic color groups so they will harmonize.
- Choose accessories that will go with several different outfits — a pair of shoes and purse with a number of dresses, for instance; a shirt and tie that harmonize with several suits. Usually these multi-purpose accessories are simple in design and often in solid colors.
- Use mix-and-match separates to extend your wardrobe. Three sweaters and three pairs of slacks or three blouses and three skirts, if they go together, can be interchanged to make nine outfits. Simplicity makes for infinite variety!
- Look for versatile garments that can be worn most of the year. If you wear one coat year-round, it would be wise to buy the best one you can afford.
- Remember that the more clothes you have, and the more upkeep they require, the less time and energy you'll have to spend on other things.

Wardrobe-planning chart

Time Period _____ Clothing Allowance $ _____	Description of Usable Apparel	Cost of Needed Cleaning, Alterations and Repairs	Description of Needed Apparel	Estimated Cost	Actual Cost
Outerwear: coats, jackets, raincoat					
Everyday Apparel: for work, school, community activities					
Active Sportswear: casual leisure wear, tennis and skiing clothes, shorts, bathing suits					
Semi-dress and Dress					
Accessories					
Shoes and Boots					
Underclothing and Hosiery					
Sleepwear					
		Total $_____		**Total $ _____**	**Total $ _____**

Money matters

The amount spent by individuals on clothing is a highly personal matter, and thus varies greatly, depending on age, sex and income. Each person has a unique set of values — things considered important — which influence clothing purchases. Whatever one's values may be, planned spending is essential if individuals and families are to get the most from the clothing dollars they have to spend. Last-minute, hasty buying often results in needless mistakes! To be most practical, a spending plan should be based on expenses for a season or year.

How much can you spend?

These questions may serve as a guide. What is the total amount of money you have to spend? How much must you spend to meet expenses such as rent or mortgage payments, food, installment payments, transportation, household supplies, savings, religious contributions, personal expenses, etc.? How much must you set aside for periodic expenses such as taxes, insurance premiums, medical and dental costs, school tuition, vacations, home improvement and repairs, etc.?*

How much is left for clothes? How does this compare to the total estimates on your **Wardrobe-planning chart**? If these exceed the amount you have to spend, reexamine your list to see what adjustments can be made. Since clothing is a flexible expense, it often is possible to postpone or eliminate some purchases. You may be able to reduce costs by waiting for sales or by making, altering or repairing clothes yourself. Also check to see if you can reduce spending in other areas — transportation, recreation, food, entertainment, etc. For additional ways to reduce costs, see **Money-saving tips** on page 8.

If you have some heavy expenses — an overcoat, suit, or complete back-to-school wardrobe — long-range planning can help you foresee and plan for them. On a separate sheet of paper, divide the cost of each item by the number of weeks or months that will pass before you purchase the garment. This will tell you how much you need to set aside each week or month to meet these expenses. A long-range plan also allows you to stagger purchases, preventing too many large expenditures at one time.

Many teenagers — particularly older ones — are already pretty much responsible for outfitting themselves, and they would follow the guidelines set forth here. If the reader is a parent setting up a plan for a family that includes younger teens, it is a good idea to let them know how much money is available for clothing and why. Then parents and young adults together can settle upon the amount each can spend for clothing, and how much of that will come from an allowance or wages from a part-time job. When teens have a say-so, the spending plan will be more meaningful to them, they will be more inclined to shop wisely, appreciate their wardrobes and take care of them. This also is an excellent way to help develop the know-how and responsibility for managing an income later on. It may take more time and effort, particularly in the beginning, but putting your wardrobe plan on paper can help you organize your spending, shop more effectively, and meet personal or family clothing needs.

How will you pay?

Paying **cash** for clothing is less expensive than buying on credit. Even if you must take money from a savings account for your purchases and lose some interest as a result, the amount lost is often less than the cost of credit. Another advantage to cash is that you are forced to keep your purchases within manageable limits; you can spend only the money you presently possess. Cash payments also mean freedom in spending future income. In addition, cash enables you to shop anywhere, instead of limiting you to the stores where you have credit.

Layaway plans permit the customer to place a small deposit on a desired item which the store will then hold. The balance must be paid —either at once or in several small payments — within a specified time, at which point the customer gains possession of the item. The drawback to this arrangement is that you lose the item, and in some cases the money you have already paid, if you fail to complete the payments. Sometimes the retailer will give a credit toward another purchase. Be sure to check the store's policy on layaways before making the purchase.

*YOUR FINANCIAL PLAN, listed on page 40, provides guidance for setting up an overall spending and savings plan.

Many people purchase clothing on **credit** because using it has several advantages: credit increases your present purchasing power...you have the use of clothing either before or while you pay for it...you need not carry large amounts of cash or go through the procedure of writing a check each time you buy...credit purchases usually take less time... several purchases can be paid for at once instead of piecemeal.

The disadvantages to credit are: one may be tempted to overspend because of impulse buying... failure to pay promptly could result in a poor credit rating...credit purchases tie up one's future income...credit costs money. Generally, the longer the time interval between the purchase and the payment, the more credit will cost.*

Major types of retail credit

Regular or 30-day charge accounts are used mostly for convenience in handling routine or everyday expenses. This type of credit is basically the same as paying cash, since it requires the customer's promise to pay in full within 10-30 days after the billing date. Customarily there is no finance charge if this is done.

Revolving or open-end charge accounts allow the customer to make repeated purchases up to a set limit established by the creditor and the customer when the account is opened. This type of credit plan is particularly convenient at peak buying periods, as the customer may pay in full when billed or elect to pay only a portion of the balance. Purchases can be made as long as the amount owed does not exceed the established limit and payments are made according to agreed terms. A finance charge is usually levied on the unpaid balance. Charges computed at 1%, 1½% or 2% monthly amount to 12%, 18% or 24% when stated as an annual percentage rate. Some creditors determine the finance charge by applying a monthly rate to the opening unpaid balance. Others apply the rate to the opening balance, minus any payments that are made during the month. If the monthly rate is the same, this second method is less costly to the customer. Charge account customers frequently receive advance notice of special sales — enabling them to get first pick of the merchandise.

Bank credit card firms offer credit plans similar to the 30-day and revolving charge accounts. The customer is billed monthly and a finance charge is usually assessed on the unpaid balance. Some of these firms now charge a membership fee.

Applying for credit

When you apply for credit in a store, you will be asked to complete an application form and sign it. (In a large store, an interviewer frequently explains the various plans available first.) **Before you sign the application, be sure to read it carefully and fully understand its contents!** After the information you have provided has been verified, the merchant will notify you whether credit has been granted or not.

Money-saving tips

Cutting corners on clothing costs may require some rethinking of old truisms. Take the emphasis on durability and top quality, for instance. Why pay extra for durability in an item that will be out of style before it's worn out, or that need not be durable in the first place? Top-quality garments may not provide any more value, style and satisfaction than the medium-priced lines. And who says the more clothes the better? Remember that the more you have, the more time and effort you must invest in shopping, in care and storage, and in deciding what to wear! A lot of clothes can very quickly complicate one's life. If you crave variety in dress, it can probably be achieved easier and less expensively through the imaginative use of accessories.

As for buying at sales, well and good, if you're in a position to drop everything when the sales are held, and if you buy only those items you have previously decided were desirable. An unworn "bargain" is no bargain. Comparison shopping may save you money but it takes time and energy; if your time is very precious, then extensive shopping is probably not for you. You'd do well though to make the sales scene when you need a large-ticket item like a coat or suit.

*MANAGING YOUR CREDIT, listed on page 40, provides a complete and objective guide to understanding consumer credit and managing credit dollars.

Train yourself to always check out the recommended care on a garment's label. If it reads "Professionally Dry Clean Only" and it is easily soiled, add the bimonthly or monthly cleaning costs to its price. Can you still afford it? On the other hand, if a garment must be hand-washed and either drip-dried or laid flat to dry, this can present problems of a different sort, particularly to those whose time and space are limited. In any case, one of the most effective ways of saving clothing dollars is to provide whatever care is required. Your garments will last longer and look better.

A parting word: does value interest you, or simply the lowest price? If a cheap garment lasts but a short time and then needs replacement, you may end up spending more than you would have spent for a higher priced, better quality item in the first place.

Saving where you shop

Although clothing prices run from one extreme to the other, most retailers offer merchandise in a relatively narrow price range that appeals to a particular class of customers. They do not attempt to be all things to all people, but every shopper should be able to find a clothing source to meet his particular needs and pocketbook. The most popular are described below.

- **Department stores.** The largest of these probably offer a wider range of quality and prices in ready-to-wear than any other kind of retailer, and almost all department stores provide a number of convenient customer services as well: experienced sales personnel, private fitting rooms, credit, delivery, attractive decor. Don't rule out the better department stores when seeking bargains; their "budget floors" often offer good quality merchandise at prices comparable to or lower than those offered in economy stores.

- **Specialty stores.** Just as the name implies, these stores specialize, offering a limited number of goods for a particular kind of customer: active sportswear, lingerie, shoes, accessories, clothes for women and girls, men, children. Some sell clothing strictly for large men, others for tall women, petites, etc. While the quality of their merchandise does vary somewhat, it is more likely to be priced in the middle price range or higher.
- **Catalogue sales.** These are often operated as a division of large chain department stores. Their prices are frequently lower than comparable merchandise sold in these stores, but with no opportunity to try it on, a customer risks dissatisfaction and the necessity of making a return. The biggest advantage? You can peruse the catalogue at your leisure in the comfort of your own home, and place orders by mail or telephone. Remember to add the delivery charges to the cost, though!
- **Discount stores.** Usually they offer a minimum of services, but some accept bank credit cards. While the quality of their goods varies somewhat, often it is in the lower to medium range.
- **Factory outlets.** Often these offer only the merchandise produced by a particular manufacturer, and they include garments of first quality as well as "seconds." Independently-owned factory outlets carry the discontinued lines, surplus stocks and "seconds" from a variety of manufacturers.
- **Used clothing.** This can be obtained at clothing exchanges, usually sponsored by schools or religious groups, at rummage or garage sales, from newspaper want ads and resale shops. The latter may be sponsored by a charitable organization or by independent businesspersons for profit. Resale shops in the larger cities sometimes offer designer clothes orginally priced in the hundreds of dollars!

Saving when you shop

Practically every store has periodic, well-advertised sales; many keep some clearance racks up on a year-round basis, although these are not publicized. A possible drawback to sale merchandise is that in many cases it cannot be returned, so it is more important than ever that you choose wisely. Bear in mind that sale garments also may require dryleaning or replacement of missing buttons, so include these costs in the price. And if you buy a sale item out of season for a family member, are you sure it will still fit well and look attractive when it's time to be worn? Store brands are less expensive than name brands, although often of comparable quality and sometimes made by the same manufacturers. When customers buy multiples of an item at box sales — hosiery, underwear, shirts, handkerchiefs, for example — they save time as well as money.

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Clothing materials

Consumers are both delighted and confused by the seemingly infinite variety of clothing materials available today. These have been developed to meet countless needs and wants in the most attractive ways imaginable. Do you want ease of care? Wrinkle- and stain-resistance? A self-lined fabric? Thermal comfort? All of these qualities, plus many more, are yours for the buying. The big question in the minds of most shoppers is, however, Which materials offer what features? This section includes answers to that question and others concerning today's clothing fabrics.

These materials fall into two basic categories: **fibrous** — fabrics or textiles — and **nonfibrous** — leather and leather substitutes made from plastics. Since the overwhelming majority of clothing materials used today are fibrous, this section will focus primarily on them, with brief accounts of their basic components and structures, dyes and finishing processes, as well as descriptions of popular contemporary fabrics.

Fibers and yarns

Fibrous clothing materials of course start with fibers, tiny hair-like substances that are the basic units from which yarns are made. **Natural fibers** — such as cotton, linen, silk and wool, and including hair fibers like camel's hair, mohair, cashmere, etc. — are formed by natural processes in plants and animals. **Man-made fibers** —such as rayon, nylon, polyester, acrylic, spandex, etc. — are made partially or entirely from chemicals. **Blends** — fabrics made from combinations of two or more fibers, either natural or man-made — are one of the major breakthroughs in textiles. They are designed to offer the best features of the different fibers used.

In the United States, the Textile Fiber Products Identification Act requires that all textile products be labeled with: 1) the generic or family name of fibers used in order of predominance by weight; 2) the percentage by weight of each fiber if weight is 5% or more; 3) the identity of the manufacturer or marketer either by name or registered number; and 4) the country of origin, if imported. The Wool Labeling Act requires that all fabrics containing wool be labeled by percentage used and by type (wool or recycled wool), by the percentage of other fibers in wool blends, and the identity of the manufacturer or marketer by name or registered number.

In Canada, the Textile Labelling Act requires that all consumer textile articles be labeled with: 1) the generic name in English and French of each fiber comprising 5% or more of the total fiber weight; 2) the percentage of the total fiber weight of each fiber identified, in the order of predominance by weight; and 3) the identity of the person or firm by or for whom the product was manufactured, either by name and postal address or registered identification number.

All fabrics except felt are constructed from yarn, an assemblage of fibers that are laid or twisted together to form a continuous strand. Fibers come in two basic lengths: **staple** and **filament**. Staple fibers are short, being measured in inches or centimeters, and must be spun — drawn out into thin continuous strands — while being twisted into yarn. Cotton, linen and wool fibers are staple length. Filaments are long fibers, measured in yards and meters, that can be simply laid together to form yarn, but are usually twisted. Silk and man-made fibers are filaments, but they can be cut into staple lengths. The kind and number of fibers, the amount and tightness of the twist required, and the yarn-processing techniques used, if any, determine the characteristics of the resulting yarn and ultimately those of the fabric created from it.

Basic methods of fabric construction

The two most popular methods are weaving and knitting, while felting is the third. Other constructions, including lacemaking and netting, produce fabrics less widely used, and will not be discussed here. If further information is desired on these or any other matter relating to textiles, refer to the **Textile Handbook** listed on page 38.

- **Woven fabrics.** Two or more sets of yarns are interlaced at right angles to create fabrics that are durable and retain their shape well, unless loosely woven. There are three basic types of weaves: plain, twill and satin, the many variations of which produce a wide range of fabrics. Generally, closely woven material wears better and lasts longer, but may not be as comfortable in hot weather.
- **Knits.** These are made of interlocked loops, either of a single continuous yarn or sets of yarns. Different kinds of loops create different textural effects and a great variety of patterns.

Knit fabrics have natural stretchability and are wrinkle-resistant; like woven fabrics, they can be made from any fiber or yarn, and in more than one layer. The use of double sets of needles results in double knits; they usually have more body, are more resistant to shrinkage and excessive stretching, and have less cling than single knits. They also present a finished appearance on both sides.

- **Felt.** This is all or partially made of interlocked wool fibers, matted together by the use of heat, moisture and pressure.

Dyes and colorants

Dyes are soluble compounds in various colors that are applied to textiles in any one of three stages of fabric production: 1) to the loose fibers before spinning into yarn (or in the case of man-made fibers, to the materials from which the fiber is spun); 2) to the spun yarns before weaving or knitting; or 3) to the fabric after weaving or knitting. Some coloring substances are insoluble and must be bonded to fibers. Woven or knitted fabrics can be dyed in solid colors or printed with various patterns in one or more colors. Good quality checked and plaid fabrics are generally yarn-dyed, with the colors clearly visible on the reverse side of the fabric. Fabrics printed only on the surface sometimes fade because of abrasion.

Colorfastness of fabrics to sunlight, washing, drycleaning, perspiration and crocking (rubbing off), depends on the manufacturer's choosing the proper dye or colorant for the kind of fabric involved and on quality control at all stages of the coloring process. Some fabrics containing acetate are treated chemically to prevent the fume fading which can occur. For assurance of colorfastness, look for specific claims on the label, such as "fast to sun and washing," "fast to perspiration," etc. Then carefully follow care instructions on the label!

Finishes

Practically all fabrics are improved by mechanical and chemical processes that are called **finishing**. There are at least forty of these that make fabrics suitable for many different purposes, but most of them fall into one of the following categories:

- **Esthetic.** This group includes finishes that enhance appearance by providing either more luster or less, fixing color, improving drapability, altering texture, reducing static.
- **Comfort.** Among these finishes are those that provide thermal insulative qualities and moisture absorbency.
- **Ease-of-care.** Wash-and-wear or drip dry, and permanent press or durable press finishes resist wrinkling. The former generally require only touch-up ironing, the latter none unless desired. Permanent press finishes permit creases and pleats to be set so they are maintained during wear and cleaning. Unfortunately, garments so treated frequently retain hemline creases (resulting in unsightly lowered hems) and creases resulting from improper pressing. Both types of easy-care finishes are sold under several different trademarks. Soil-release finishes, which facilitate soil removal in permanent press fabrics in particular, are included here.

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- **Protective.** Among these are finishes that help fabrics resist spots and stains (oil-based, water-based, perspiration), shrinkage, crushing, germs, mildew, moths and fume-fading. Water-repellent and waterproof finishes also belong in this category.
- **Flame-retardant finishes.** These merit special mention because they are mandated by federal law for certain kinds of apparel. In the United States, the Flammable Fabrics Act requires that all fabrics used in the manufacture of children's sleepwear up to size 14 be flame-resistant. In Canada, the Hazardous Products Act has established flammability standards for all textiles, the standards for children's sleepwear and bedding being particularly stringent.

Finishes vary in quality. Because most of them cannot be recognized by sight or feel, the label is the best guide to needed information. In the United States it should say if the finish is durable or temporary and requires special care; in Canada this is not mandatory. Be sure to follow care instructions in order to maximize the garment's life.

Popular contemporary fabrics

These all begin with either weaving or knitting, but because of the special materials, construction and processing techniques used, they offer unique and highly desirable features.

- **Stretch fabrics** can be extended in width, length or both, because of the types of fibers, yarn, construction or finish used. They are in great demand for the ease of movement they provide

— comfort stretch — and for holding and support — power stretch. When buying a garment made of stretch fabric, stretch it both lengthwise and crosswise and release to see how quickly it recovers its shape. If it is slow, bagging may become a problem.

- **Bonded or laminated fabrics** consist of two previously constructed fabrics — one of which is usually an acetate, triacetate or nylon tricot — joined together with either adhesive (bonded) or foam (laminated). These fabrics thus become "self-lined," and in the process acquire extra body, good insulating properties and improved workability. Before you buy, check to see if there is any separation between the two fabrics.
- **Simulated fur fabrics** always have a pile; it may be low, medium or high, depending upon the kind of fur it resembles. Synthetic furs are much less expensive than the real thing and are soft, warm, resilient and durable. Most fur fabrics are composed primarily of a blend of acrylic and modacrylic fibers that are directly attached to a lightweight backing by knitting or weaving. Coats with knitted backings fit more snugly and provide greater freedom of movement because of their elasticity. In the United States, manufacturers are legally required to print the generic name(s) of the fibers contained in the fur fabric, as well as the percentage of each, and the care required. Study the labels carefully before making your selection!

Lightweight and easy to care for, some fake furs can be laundered and cold tumble-dried, depending on their construction. Don't let the coat become very soiled before cleaning, however. Protect the collar by wearing a scarf. Hang the coat up as soon as you take it off, and use a broad hanger, not the wire type. Allow ample room for it in the closet; if squeezed in between other clothes, the pile may be mashed down. Continued friction may also damage the pile, so vary the way you carry books or packages. Generally, fake furs are mothproof and need only be protected from dust in the summer; check the label to be sure.

- **Simulated suedes** include several different types, at prices which vary considerably. The most expensive suede-like fabric is made of polyester with a polyurethane finish, is flocked and has a non-woven base. Synthetic suedes may also be made of brushed or napped knits or woven fabrics, and in other combinations of man-made materials. The end-use features of the different types do not vary greatly: most are easy-care — either washable and/or drycleanable — and stain-, water-, and wrinkle-resistant to a degree. They do not pill or crock. The differences that exist are primarily esthetic — in texture, drapability, etc.

Nonfibrous clothing materials

These include both leather and man-made materials like vinyl and other plastics.

- **Leather.** As is the case with any natural product, leather is not always uniform in appearance. To many, these variations are a definite plus. Besides its beauty, leather also offers high tensile and tear strength, permanent flexibility and molding ability, as well as resistance to heat and cold. Because it can also "breathe," effectively insulate, and absorb and transmit moisture, it is comfortable to wear. It may be more costly than leather substitutes, but is highly durable. Leather garments generally should be cleaned by a professional leather cleaner and this costs more than cleaning comparable garments made of woven materials. Some inexpensive leather items are actually comprised of several very thin layers that are not as durable as a single-layer piece of the same thickness. For more information on leather, see the listing on page 38.
- **Leather look-alikes.** These plastic materials include vinyl, polyurethane and crinkle patent. They usually have a woven or knitted backing of cotton or nylon, and are pliable, adaptable to many uses, and as a rule readily cleaned — either wiped down with a damp cloth or washed with soap and water. Some are also drycleanable. Their disadvantages? Extreme cold may cause cracking, and because they are nonporous — i.e., do not "breathe" — they can be uncomfortable to wear for long periods of time. To a degree, the price

will indicate the synthetic leather's quality, but in general, rely on the reputation of the manufacturer and retailer. Leather look-alikes are used for purses, boots, dresses, pantsuits, jackets, coats and raincoats. The latter are sometimes constructed of a fabric with a vinyl coating, as are other garments with a "wet look."

Furs

A wise shopper will visit various kinds of stores where furs are sold, in order to find out what each offers in respect to selection, price and service. The selling price usually includes any alterations that may be required and if it does not, consider buying elsewhere. Be sure to inquire if the furrier offers cleaning, glazing, repair and remodeling services, and cold storage during the warm months. Some if not all of these will be required eventually, and you would do well to seek the furrier's advice regarding them. A guarantee for a minimum of one year against wear damage and unexpected problems should be given.

Many kinds of furs are available in a very wide price range. It is not necessarily true that the higher the cost the greater the durability. Furs may be expensive because of scarcity, popularity, or the workmanship required in construction, not because of wear qualities. A mink coat for example, will last ten to fifteen years, whether it costs $1000 or $10,000.

No dealer sells the furs of endangered species. The American Fur Industry stringently follows government regulations and supports conservation and wildlife management practices. For a complete, current list of endangered species, write to the Office of Endangered Species, U.S. Fish and Wildlife Service, Washington, D.C. 20240.

Because furs are a large investment, you would do well to buy an all-purpose coat, if possible — one that can be worn with everything, practically anywhere at any time. The simpler and more classic the style, the longer you can wear it happily, but remember that many fur garments can be remodeled for additional years of wear. You may have to try on a number of different kinds in order to find the fur and design that most become you. Some points to consider: do the shoulder seams set well and look right? Is the coat very heavy? Ideally, it won't weigh much more than a good cloth coat, and if you feel lost in it, keep looking. You will look better in a well-made, well-fitted, less costly fur than in a poorly-fitted, expensive one.

The durability of fur garments depends not only upon the quality of the fur itself, but also upon the amount and kind of wear it will receive. As a rule, short-haired furs are sturdier and more durable for all-purpose wear than long-haired furs. Good quality fur can be recognized by its thick, glossy appearance, rich, uniform color, and soft, pliable skin. On parts of the garment receiving hardest wear — edges of cuffs and sleeves, around the collar, pockets and under the arms — the fur should be heavy and dense. Compare these areas with the center back where the finest skins normally are used. Thin, bald spots can be detected by blowing into the fur. If the lining of the coat or jacket is not already open at the lower edge, a reputable dealer will willingly loosen it to allow you to examine the underside of skins and construction details.

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The Fur Product Labeling Act in the United States decrees that furs with a wholesale value exceeding $20 must bear a label containing the true English name of the animal from which the fur came, or the country of origin, if imported. It must also state if the fur has been dyed, bleached or otherwise artificially colored, and the particular pieces of the animal's fur contained in the garment. If it had a previous owner, "secondhand used fur" must be printed on the label too. This labeling information should also appear on the bill of sale, together with the name or identification number of the manufacturer or distributor.

If you feel you have been deceived about the identity of a fur, discuss your misgivings with the furrier. If still dissatisfied, write to the manufacturer, if known, and state your concerns. If the company is unknown, or if the problem remains unresolved, either write or call the Federal Trade Commission, 11000 Wilshire Boulevard, Los Angeles, California 90024. Phone: (213) 824-7575. If you can provide the registration or identification number, both the manufacturer and the fur can be identified.

In Canada it is not required that furs be identified on the label, but if a manufacturer chooses to do so, the information must be correct and it should also state the parts of the animal used. If you suspect deception, contact Consumer and Corporate Affairs Canada, 4900 Yonge Street, 6th Floor, Willowdale, Ontario M2N 6A6. "Know your furrier" — through the recommendation of friends and/or a call to the Better Business Bureau — is still excellent advice!

To preserve the beauty of your furs, proper care is essential. Briskly shake them after wearing, but do not comb or brush. If a fur garment gets wet, simply shake it out and allow it to dry normally. Hang fur coats and jackets on broad wooden or padded hangers and allow space to prevent them from being crushed. Keep in a cool, dry place away from heat, but do not store in a plastic bag. Furs must be able to "breathe" or the skins will dry out. Avoid pinning jewelry or putting perfumes and colognes on furs. Never sling handbags over the shoulder or the arm. If the garment begins to show wear, send it to the furrier for repair. For additional useful information on furs, see the listing on page 38.

Buying wisely

To be a clever shopper, jot down descriptions of items needed with the estimated costs noted beside each. Before starting out, check the newspaper for sales and special promotions, then take the ads along. If regularly buying for others, keep vital measurements — periodically updated — handy on a card. This enables you to take advantage of unexpected markdowns and unexpected "finds" for which you may have long been searching. (Clever shoppers do make unplanned purchases on occasion: if the item and price are right and the spending plan will accommodate it, why not?) Do you have an unreliable color memory? Carry samples of hard-to-match colors with you — even a wallpaper scrap or a page from a magazine is better than no sample at all!

Before making a buying decision, carefully consider all the extra costs a particular purchase will involve: new accessories, special undergarments, the kind of cleaning care recommended. If a garment requires professional drycleaning, estimate how often it will have to be done and how much it will cost. Finally, know a store's policies on alterations and returns, and add any postage or delivery costs onto the purchase price. A parting word: If you're not enthusiastic about an item, you'll probably like it even less when you get home. For basic guidelines on judging workmanship and a good fit, read on.

Judging quality

There's as much variation in the quality of clothing as there is in price. And a high price does not necessarily mean high quality! Whether you are shopping for men's or women's clothes, for teens or young children, the guidelines are quite similar.

Workmanship

The way a garment is cut, put together and finished greatly affects its appearance, fit and wearability. You can evaluate the workmanship by checking out the following in ready-to-wear:

- **Cut and fabric allowance.** Garment pieces cut with the grain,* with generous fabric allowances for seams, hems, pleats, lapels and fitting ease. Vertical yarns in sleeves should fall straight from shoulders; horizontals run straight across. Exception: skirts cut on the bias. Design in fabrics (stripes, plaids, checks) should be matched at all seams — check center front, back and side seams, waist, armholes and pockets.
- **Seams.** Even in width, flat, wide enough to withstand strain and permit alteration. One-half inch is the average width, but synthetic fabrics may need more. Are all woven fabric edges finished to prevent raveling — pinked, overstitched or bound with seam tape? Seams at major stress points — armpits, crotch, waist, neckline — should be reinforced with a double row of stitching. Check outside seams and darts for puckering, or fabric caught in stitches.
- **Stitching.** Short, continuous, straight, closely bound, even in length, securely fastened at ends. Check it extra closely at the darts, linings, zippers. Thread should be of suitable weight, color and fiber for the fabric.
- **Reinforcements.** Extra stitching, patches, bar tacks, metal rivets, or tape at points of strain — underarm seams, openings, pleats or slits, pockets, and knees and elbows in children's play clothes.
- **Hems.** Flat, even in width, invisible on right side, carefully finished on the inside, securely stitched and even in length. The width of a hem varies with the type of fabric and design. It should be wide enough to let down if necessary, but not so wide it looks bulky. The hem should be finished to prevent raveling.
- **Buttonholes.** Cut on grain, smooth, properly placed, suitable size and type for garment, firmly stitched, trimmed, with no loose threads or frayed edges. Corners should be reinforced. All buttonholes should be evenly spaced.
- **Buttons, hooks and eyes, snaps.** Firmly attached, properly spaced, suitable size and type for garment. Before buying, make sure they are all present and accounted for. If hanging by a couple of threads, reinforce them before wearing. Better quality items often have extra buttons provided.

*Grain is the direction of lengthwise and crosswise yarns that are woven together in making a fabric. When these yarns are at right angles, fabric is said to be grain perfect. When a garment is cut on-grain, it means that the fabric is grain perfect and that pattern pieces run with or parallel to the lengthwise or crosswise yarns. Clothing cut on-grain hangs better and keeps its shape longer than garments cut off-grain. However, apparel of man-made fibers is often cut slightly off-grain to minimize seam pucker.

- **Trimmings and decorations.** Suitable for garment, well-placed, neatly and firmly attached. All belts, buckles, buttons and other trimmings should be able to withstand the kind of cleaning recommended for the garment itself. If this information is not provided, find out if the store will guarantee their durability.
- **Zippers and other closures.** Smooth and flat, securely stitched, suitable type, weight, strength and color. Try zipper to see if it slides smoothly. The placket should be long enough to allow easy entry into garment. Zippers should remain closed at top when stress is applied.
- **Lining.** A lining adds body, helps to retain a garment's shape, and adds to wearing comfort. Well-made clothes of all types are often completely lined. Partial linings, more frequently seen in men's jackets, are also useful, particularly around necklines, vents and pockets. Linings should be smooth, properly inserted, of the appropriate weight and texture for the outer fabric, and require the same kind of care. The fabric should be firm and resist raveling. Stretch fabrics require linings that possess stretchability also. A narrow pleat in the back and a slight fold at the hem of the jacket and sleeves permit freedom of movement. In suit coats and jackets, the lining should be attached at the sleeve and shoulder areas, at armholes and side seams, and at the bottom of the sleeve. Of course, linings should never droop or shrink!
- **Interfacings and paddings.** Interfacings are extra layers of fabric inside such areas as neck facings, cuffs, lapels, collars, and under buttons and buttonholes. They help garments hold a firm line and provide extra strength, body, and a smooth finish. Interfacings should be properly placed and inserted, and should be made of materials compatible both with the garment fabric and its care requirements. Shoulder pads should be soft, lightweight, smoothly shaped. Check for puckering at the back of the sleeve and shoulders.
- **Pockets.** Are they flat, smooth and well-matched, with reinforced corners and firmly woven linings?
- **Collars and lapels.** Are the collar points neatly finished? The collar should be constructed so the top turns slightly over the undercollar all around the seam edges, hiding it. A collar with built-in shape should stand up, roll or lie exactly right when purchased, because it is next to impossible to change the shape after construction. Lapels should lie flat to the chest with a graceful roll and clean-cut edge. The "V" formed by lapels should end in a soft roll at the top button.

Ordinarily, only the highest quality garments offer all the desirable construction features, and these are frequently determined by current fashion — an emphasis on soft, unlined jackets, for instance. Look for those construction details that are most important to you. You may be able to improve the appearance and wearing quality of some garments by changing poor quality buttons or trimmings, reworking buttonholes, finishing seams, reinforcing points of strain, or restitching weak seams. If many improvements are needed, however, the garment may not be worth buying.

Quality in specific types of apparel

Certain items of clothing, because of their importance in most wardrobes, merit special attention.

- **Sweaters.** These are manufactured in two ways — either cut piece by piece from knitted fabric and sewn together, or formed in the desired shape during the knitting process. The latter are called full-fashioned. They cost more, but hold their shape better. When selecting a sweater, check the ribbing at the sleeves and waistband to determine if it is elastic and not binding, shape-retentive and well-finished. The grosgrain tape backing the buttons and buttonholes should be well-placed and secure. If selecting a pullover, make sure it goes over your head readily. Too tight a stretch will result in broken yarns. In general, the fine, tightly knit sweater is less likely to snag and sag than the loosely knit one.
- **Men's underwear.** Well-made underwear is constructed of soft, smooth, absorbent fabrics and is porous enough for body ventilation. It should have neat, even seams finished to prevent irritation, many rows of stitching in the elastic waistband to prevent rolling, and adequate reinforcements at points of strain. The size should be full and protected against shrinkage.
- **Women's underwear.** Quality here, as in other garments, is dependent upon fabric, design and workmanship. The fabric should be easy-care, soft, comfortable, lightweight yet durable, with smooth, neatly finished

seams. At points of strain, these should either be double-stitched, edge-stitched or overcast. Any trim should be durable with the same care requirements as the garment. Bra straps should be securely attached, elastic and adjustable. Closures should be adjustable and have two or more sets of hooks and eyes. Panties should contain good quality elastic. The fabric used in the crotch should be of double thickness, soft, porous and asorbent.

- **Jeans.** Blends of polyester and cotton wear better than all cotton, with twill weaves like denim wearing the best. If the fabric has not been Sanforized or prewashed, allow for at least 3% shrinkage. Jeans should be double-stitched at seams, waistband, crotch and pockets, which sometimes have copper rivets to hold them on. The inside pockets should be reinforced. There should be no raw fabric edges at the fly front.

Getting a good fit

Regardless of a garment's quality, appropriateness, and attractiveness of design and colors, if it doesn't fit well it will feel uncomfortable and look unbecoming. "Feel" is as important as looks! There's only one sure-fire way to determine if a garment fits: try it on. Look at yourself in a full-length mirror (both front and back), sit down, bend, stretch. Is it comfortable? Do you have enough freedom of movement? Is it sufficiently roomy without being baggy? Do its lines compliment your figure? Be totally honest with yourself!

Women's garments marked with the same size often vary greatly in fit, and not only because designs differ. Men's clothing has been made in standard sizes for years, but manufacturers of women's clothing each have their own size blocks — the flat pattern used as the basis for the sizes manufactured. Generally, the more expensive the clothes, the more generous the sizing. To compound the problem of getting a proper fit, there is a multitude of uncoordinated size numbers and descriptions — small, medium, large, for example. In addition, the women's apparel industry has its own sizing system: dresses, coats and suits are sold by one system; blouses and sweaters by another.

Within the next few years, however, the metric system will predominate, and this will likely lead to uniform measurement sizes. The switchover to metric was begun in Canada several years ago and is still continuing. Although still voluntary in the U.S., some manufacturers are gradually changing over. Except for those in England, European manufacturers have used metric measurements for some time. When buying clothing in metric sizes, the prime consideration will still be how a garment fits. You will continue to go through the basic routine of trying on until you find one that meets your needs.

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Alterations frequently are necessary to make a garment fit properly. However, if extensive work is required — especially through the collar, shoulders and chest — it would probably be best to look for another garment. Alterations, particularly for women's garments, are often expensive and may not always prove satisfactory. Furthermore, the hemlines and pleats in durable press clothing cannot be altered without leaving permanent lines and creases. Simple guidelines for evaluating the fit of a few basic articles of clothing follow.

Women's jackets and coats

- Does the coat or jacket fall in a straight line from the shoulders?
- Does it fit smoothly over the kind of garments you will be wearing underneath, with no strain across the back and shoulders when extending or folding the arms?
- Does the collar fit closely and lie flat against the back of the neck?
- Do the sleeves hang straight from the shoulders, with armholes cut deep enough to prevent binding?
- Do full-length sleeves reach the wrist bone when arms are bent?
- Is the full-length coat approximately ½ inch longer than the garment worn underneath?

Skirts

- Does it fit smoothly, with enough ease to prevent cupping under the hips and the formation of wrinkles across the front?
- Do pleats hang straight and remain closed when standing still?
- Is the waistband comfortable but snug enough to hold the skirt in place?

Men's suits

- Does the coat hang from the shoulders to the lower edge of back and front without wrinkles or bulges?
- Is the coat the proper length? In most cases, it should cover or extend just past the trouser seat.
- Does the collar fit smoothly, showing approximately ½ to ¾ inch of shirt collar in back?
- Is the shoulder line smooth and straight from the neckline to high point of sleeves? Are shoulder pads smoothly shaped?
- Do armholes follow natural arm line? Are they cut deep enough to prevent binding?
- Are both sleeves comfortably wide, tapered, pressed without a crease, with about ½ to ¾ inch of shirt cuff showing?
- Are trousers the proper length? They can either touch the top of the shoes or extend one or two inches beyond shoe top.
- Is trouser waist snug but not tight? Is back seam allowance wide enough to permit alteration?
- Is the seat full enough for comfort when sitting, walking and bending? Is the crotch non-binding and wrinkle-free?
- Do trouser legs fit comfortably over thighs and calves?
- Do trousers hang straight from waist? Do creases run with the lengthwise grain of fabric?

Foundation garments

When buying these, ask an experienced saleswoman to assist you with size and selection, because she is familiar with the fit of various garments and their ability to correct figure problems. Undoubtedly she will measure you first. Try on different styles until you find the ones that are best for you. Remember, undergarments are often not returnable.

Dressing to reduce energy costs

Because of the rapidly rising costs of fuel and diminishing sources of supply, we need to rely far more on the kinds of clothing worn than on thermostat settings to keep us warm or cool. Thermal comfort is affected by many factors: the amount, type, design and fit of the clothing worn, and the fabrics of which it consists — their weight, absorbency, and thickness. Keep the following tips in mind when dressing for warmth:

- Several lightweight, loose layers of clothing provide more warmth than a couple of thick, heavy garments. That is because there are as many layers of warm air trapped between your body and outerwear as layers of clothing worn, and air (warmed by your body) is an excellent insulator. Thick fabrics — waffle weaves, knits, fake furs, quilted, laminated or bonded fabrics — trap air within their surfaces, and thus retain body heat too.
- Wear clothing that covers as much of your body as possible: high collars, long sleeves with close fitting cuffs, pants instead of skirts. Thermal underwear can be indispensable to those who must spend much time outdoors in cold climes. Thermal knits are preferred for milder days; insulated (layered) underwear is an excellent choice for extremely cold weather.
- Close off any "open" areas where body heat can escape: at the neckline, cuffs, etc. Button up and/or wear ties, scarves, belts, and boots with pant legs tucked inside.
- Clothing that fits very tightly is often less warm than loosely fitted garments because it may

impede circulation and reduce the body's ability to warm itself.

- Getting too warm and perspiring excessively can be as uncomfortable as being too cold. Of course, some perspiring is inevitable, so it's important to wear absorbent fabrics which transmit moisture to the outer surface, permitting it to evaporate. This will prevent that miserable "clammy" feeling. Natural fibers like cotton and wool have excellent absorbent qualities.
- Cover your head!

Raising the thermostat to at least 78° F in air-conditioned interiors is equally important in the conservation of energy, but because dressing to keep cool is largely instinctive, it will not be discussed here. It is essential, however, that people act on this awareness and dress lightly enough to comfortably tolerate warmer interiors than they have been used to. This should not be difficult because of lower humidity in air-conditioned rooms.

Footwear

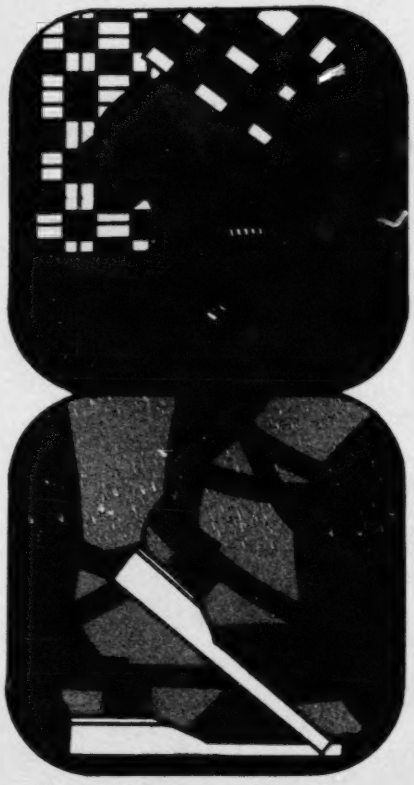
Surely there is no apparel more important to one's well-being and comfort than footwear — shoes, boots and hosiery. Sore, tired feet can quickly undo an attractive appearance you have worked hard to achieve! For your convenience, footwear care instructions are included in this section.

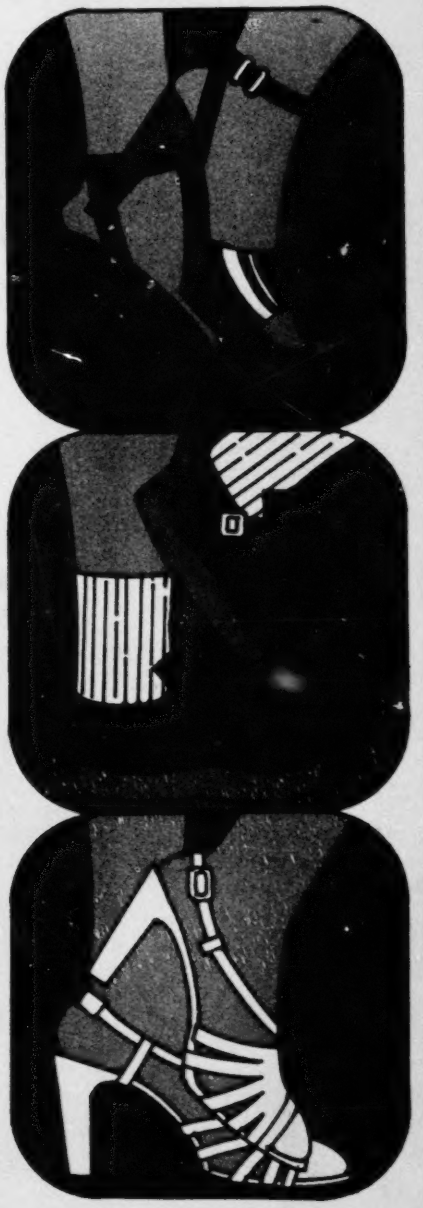
Shoes

Shoes provide support, promote balance and act as shock absorbers for the feet, but a shoe is no better than its fit. Nor is a good fit guaranteed by a high price! Foot measurements should be taken each time you buy shoes, for they may change several times during adult life. Of course, the measurement can only serve as a guide: you may take a size eight in one style and a seven in another. The important thing is to select the size and style most comfortable on your feet.

In order to do so, take your lifestyle into consideration. If your work is sedentary, your feet may swell, and therefore you would do well to fit shoes later in the day. If you are physically active, on the other hand, you probably will get an accurate fit most any time. Note: there's always an element of risk involved in buying shoes that are tight at the outset.

If your feet happen to be different sizes (the usual case), fit the larger; later you can insert a pad in the other one to take up the slack. Stand with your weight on both feet to check length and width. Does the broadest part of the shoe fit the broadest part of





your foot? Can you wriggle your toes freely? There should be about ½ inch between the end of your longest toe and the end of the shoe. Is the arch long enough, and shaped to give support without pressure? A snug instep and heel fit is important too. In open-toe and open-heel shoes, neither toe nor heel should extend over the sole. Try on shoes with the same type of hosiery you will be wearing with them, for this is likely to affect the fit.

To test their comfort, walk around wearing both shoes. Are they snug without being tight? Are they flexible enough for walking ease? Do the shoe and the foot bend together? Is there any slipping or pinching? Shoes should fit you from the start; reliance upon breaking them in is not recommended. (Foot powder may help ease any discomfort experienced until they soften and conform to your feet.)

Look at yourself in a full-length mirror. Do the shoes enhance your overall appearance? Can they be worn with different outfits? Are they suitable for the occasions you have in mind? Remember that neither very flat nor very high-heeled shoes provide sufficient arch support to maintain the balance required for good posture. Consider the care requirements too: beige leather can be difficult to clean, a bright fabric may fade.

Quality in footwear depends largely on construction and materials used. The Federal Trade Commission requires that all shoes be labeled to indicate whether the materials used in uppers, linings, innersoles and outersoles are man-made or natural. This information may be on the shoe itself or on a label pasted to some part of it. Grades of materials used do not have to be identified. Whether made of leather, fabric or synthetics, these materials should be soft and supple.

The use of man-made shoe materials is increasing, and this has often resulted in lower costs and longer wear, particularly in soles. Whichever materials are used, soles should be durable and flexible; those used in work and sports shoes will be heavier than those in dress shoes. Innersoles are made of leather or synthetics, and are often ventilated and treated to resist moisture and fungus. A variety of shoe materials used for uppers — leather (kid, calf, suede, buck, snake, lizard, patent, etc.), or woven fabric (linen, canvas, silk, faille, etc.) — are porous, flexible and conform to the shape of the feet. Since these materials "breathe," they are desirable for shoes that are worn often. Fabric shoes, however, are generally less durable, and unless lined with leather or non-woven fabric, will not provide sufficient support. Simulated leathers or plastic are also popular for uppers and although long wearing, are not as flexible or porous as the other two kinds of materials. Because they have complete "memory" — i.e., return to their original shape overnight — the purchaser cannot rely on their stretching to fit. Shoes with synthetic uppers, especially for children's feet, should fit a little looser than those of leather or fabric. Synthetic uppers may also cause the feet to overheat and blister. Straw, although comfortable, is not durable. Linings are made of leather, fabric, vinyl or other man-made materials. They should be smooth and wrinkle-free, porous, absorbent, and rot- and fungus-resistant. Unlined shoes are acceptable, providing the innersole is smooth and untreated with the plastic to which some are allergic.

Children's shoes

Correct fitting of children's shoes is particularly important, not only for comfort but for the proper growth and development of their feet. Because their bones are soft and pliable, lasting damage can be done by poorly fitted, outgrown, worn-out shoes. It is also unwise to pass shoes down from one child to another, because most tend to assume the shape of the wearer's foot, and these differ greatly. Have your child's feet measured regularly, because their sizes change rapidly. Growth room of ½ to ¾ inch beyond the toes is usually sufficient; buy new shoes before the toes touch the tip. Shoes that are too large give poor support, and may cause poor posture and clumsiness.

Parents can save money by buying less expensive shoes when foot growth is rapid or when wear will be limited — as in the case of party shoes, for example. Children with normal feet can wear almost any material in shoe uppers — leather, plastic, canvas — provided the shoes fit well. On a long-term basis, however, the cheaper sneakers may not provide sufficient support. Whatever shoes you buy, be sure the heels are non-skid!

Boots

Boots today are not only practical and attractive but available in a wide range of styles and prices. They fit over the shoe or over the foot, are often waterproof or water-repellent, are lined for warmth or, in the case of "fash-

ion" boots, are either unlined or lined with a lightweight fabric. The latter fit the calf better and are generally more becoming and fashionable. Before shopping for boots, here are some things to consider. For what purpose do you want them — for warmth and protection or to complete a particular ensemble? Which garments do you plan to wear with them? If you wish to tuck pant legs inside, they must be sufficiently wide at the top. What style boot will best harmonize with your present wardrobe?

Boots worn for warmth and protection should be sturdily made and lined in sheared wool or man-made pile; these materials are not inclined to mat, are often odor- and mildew-resistant, and are durable. Whichever one is used, the denser the pile, the warmer the boot. Boots molded of rubber or vinyl are also waterproof, if they do not have separate soles and exposed zipper tape. Rubber boots cause feet to sweat, however, so they should be worn with absorbent socks. Water-repellent boots, leather or vinyl, will shed light rain and snow only. For extra protection from the elements, apply a silicone spray with special attention to the seams. Whatever kind of utility boots you buy, look for rippled rubber soles, or some other form of non-skid soles and heels.

The basic guidelines for getting a good fit in boots are similar to those given for shoes. Few boots are stretchable, so don't buy a tightly fitted pair with that expectation. Be sure to try on over-the-shoe boots with the kind of shoes you'll be wearing with them. Are the heel heights practically the same?

Shoe and boot care

Regular care is the key to attractive, comfortable, long-wearing shoes and boots. They should be polished well with a suitable product before the first wearing. This will provide some protection from soaking, soiling, staining and from minor scuffs and scratches. Before applying polish, always remove any mud with a bristle brush and any dust and dirt with a damp cloth. Keep shoes and boots in good repair and good shape — use shoe trees regularly and repair rundown heels promptly. These strain the feet as well as look sloppy! Re-polish shoes and boots regularly, particularly after every cleaning.

Soft-grained leathers should have all stains, dirt and grease removed as soon as possible to minimize damage. Mild soapsuds do a good job. Never use cleaning solvents; they harden and discolor leather. After cleaning, allow to dry before polishing. Shoes should be well-protected in wet weather, because leather dries out and becomes brittle if soaked too often. Wear rubbers or boots over them when possible, or apply a silicone spray. If they do get wet, either stuff the toes with paper or use shoe trees while they slowly dry at room temperature, away from the heat. This will help shoes retain their shape. To remove stains caused by salt or chemicals, use saddle soap or a product developed specifically for that purpose.

Suede and napped leather require an occasional gentle brushing with a bristle brush to remove soil, or the soiled area can be refurbished with an art gum eraser. Use a light touch to restore a scuffed nap with an emery board or fine sandpaper. Special suede cleaners may be needed for badly soiled shoes. Suede shoes and boots are not recommended for wear in wet or snowy climates because they are damaged by water.

Patent leather can usually be cleaned with a damp cloth, but use a patent cleaner when you wish to restore its shine. In order to retain its flexibility, patent leather should be periodically treated with a leather preservative or conditioner.

Synthetic shoe materials resemble leather, but can be cleaned with a detergent because they are waterproof. To remove tar and asphalt marks, use lighter fluid (with great caution!).

Simulated straw and fabric shoes usually require special cleaners which are available, but light soil can be removed with regular detergent and water. For stubborn grease stains, use a good cleaning solution.

Hosiery

As fashions have changed, hosiery — socks, stockings, pantyhose, support hose and tights — has become an increasingly important part of our wardrobes. It has also come to take an increasingly larger share of our clothing budgets! Women's hosiery in particular is not as durable as many would like. Serviceability and satisfaction in all types of hosiery can be increased, however, if consumers learn how to wisely select, fit and care for them.

Women's hosiery

- **Basic types of construction.** Today, circular knit pantyhose and stockings are by far the most popular. They contain the same number of stitches in width from top to bottom; the shaping is achieved by the gradual reduction in the size of the loops. Full-fashioned hosiery — a rarity today — is knitted flat, with a tapered width, and the selvage edges are then joined together to make a seam in back.
- **Sheerness.** This is determined by denier (the fineness or weight of the yarns) and by needle count or gauge (in full-fashioned stockings). The lower the denier and the higher the needle count or gauge, the sheerer the hosiery will be.
- **Stretch hosiery.** This is knit of nylon yarn that has been processed to stretch. Fewer sizes are needed in pantyhose and stretch stockings because each one adjusts to fit many different leg sizes and shapes.
- **Pantyhose.** Most women of all ages, from early teens up, have found pantyhose to be the most convenient and desirable type of hosiery for general wear. They are made of stretch nylon yarn and increasingly may be found with special comfort and/or utility features such as ventilated or absorbent crotch and a nylon-spandex blend for support in the leg, panty or both.
- **Tights.** These are similar to pantyhose except that they are made in a solid color of heavier, opaque yarns.
- **Support stockings.** These are knit from heavier nylon stretch yarns or a nylon-spandex blend, and combine a sheer look with support for those who are subject to leg fatigue and mild varicosities. Because the heavier yarns resist snags and tears, they often wear longer than conventional stockings or pantyhose.
- **Selection and fit.** Pantyhose and stretch stockings are generally sized by height and weight. Although many pantyhose can be made to fit a variety of combinations of height and weight, to obtain a proper fit it is necessary that your own height and weight are within the lows and highs labeled. Non-stretch stockings are sold according to foot size, leg length and, in some cases, fullness and height. Sizing varies from one manufacturer to another, so refer to the measurement charts provided.

  When selecting stockings, consider the length of foundation garments and garter heights, as these affect comfort and wear. Both pantyhose and

stockings should be long enough in the leg and foot (extending at least ½ inch beyond your longest toe), cover smoothly and permit easy, comfortable movement. Is the waistband at the waist? A stocking that is too short will run easily because it lacks elasticity; one too long will wrinkle and sag at the ankle and knee.

Top-quality hosiery need not be marked as such, but in the United States irregulars and seconds must be labeled. Irregulars have slight flaws which do not affect wear and may be good buys. Seconds have flaws which may affect wear. Both are sold at lower prices than first-quality hosiery. When buying hosiery, it usually is more economical to buy two or three identical pairs so you will have spares when stockings snag or run. This can also be done with pantyhose. If one leg gets a run, cut it off just below the welt; when a matching pair also runs in one leg, do the same thing. You will have to wear two panty tops at once, and possibly turn one leg inside out, but the extra layer around the hips should not appreciably affect your comfort. Certainly the savings will be welcome!

- **Care.** Put on and take off carefully, wearing a pair of gloves if possible. This will help prevent snags resulting from rough hands and sharp fingernails.

  Wash after each wearing in lukewarm water and mild detergent. Rinse thoroughly. By wearing rubber gloves, you greatly reduce the likelihood of snagging. Roll in a towel (never wring or twist), then hang on a smooth rod. Dry out of sunlight and away from direct heat. Rotate their wear.

Socks — for men, women and children

The importance of socks to foot health and comfort is often underestimated. Selecting the correct size and type for the intended use is as important as correctly-fitted shoes. This is especially true during childhood, when feet can be misshaped by socks that are too tight at the toes (½ inch longer than the longest toe is satisfactory). Bulky socks, often worn with heavy work shoes and for sports activities because of their cushioning effect, are not necessarily a wise choice. If the shoes with which they are worn fit more tightly as a result, this may cause foot irritation. Also, while bulky socks often absorb moisture well, it evaporates slowly.

Ideally, socks should keep feet dry under conditions of heat and cold, while perspiring and during exposure to other kinds of dampness. They should be highly absorbent, have sufficient porosity to allow the evaporation of moisture, and the ability to conduct the moisture to other portions of the sock where it can more quickly evaporate.

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With few exceptions, socks are circular knit. Those made of stretch yarn hug the foot and ankle for a neat, smooth fit and do not snag. If not made entirely of stretch yarn, look for vertical ribs, which are more elastic than plain knits. Reinforced heels and toes usually mean longer wear, as do socks made of 2- or 3-ply yarns (two or three twisted together). Man-made fibers wear well but do not have the absorbency of natural fibers.

Accessories

Accessories — jewelry, ties, belts, gloves, hats, purses, scarves, handkerchiefs, flowers, etc. — are generally considered "extras," because they are not essential to comfort and well-being. (Hats and gloves in cold climates being an obvious exception!) They can provide much delight, however, whether tailored or fancy, classic or whimsical, inexpensive or costly. Accessories can impart an individual touch... play up an attractive feature... add a dash of color... give a variety of looks to a few garments... make or break an ensemble!

Wisely chosen accessories meet two requirements: they are becoming to the wearer and harmonize with the garment worn. Are you sometimes unsure what an outfit needs in the way of "extras"? Thumb through fashion magazines and the fashion pages in a newspaper for ideas, then shop for those you like best. It's wise to actually try on some of the possibilities with the garment, then study yourself in a full-length mirror. Are the proportions good? Is there anything in excess? Is everything well-balanced? Do the colors and textures harmonize? No matter what you may pay for an accessory, if it's wrong for the outfit or for you, it won't be worth a candle. In fact, the wrong thing — or even too many of the right things — can actually detract from an otherwise handsome ensemble. Don't let this possibility intimidate you, however; experiment and learn!

Because of their importance and significant costs, it is desirable that accessories be included in a total clothing plan. Here are some thoughts for those who must keep their costs low. If you have confined your wardrobe to two or three basic colors, a couple of hats and pairs of gloves and purses in harmonizing colors may well suffice. Generally, accessories in simple, classic designs can be worn with more garments than the busier ones. And don't be influenced by high price tags! For example, gloves of man-made materials can often be as attractive and comfortable to wear as those of costly leather. In more conspicuous accessories, however, like purses and ties, merchandise of obviously low quality might well detract from one's appearance, regardless of its other merits. A note of caution: some accessories can damage clothes — a tie tack that leaves an unsightly hole, or a cheap piece of costume jewelry that discolors the fabric underneath.

Children's apparel

Throughout most of recorded history, children's clothes have closely resembled those of adults. Only in recent years have clothes been designed to meet their special needs. Infants' clothing, for instance, should be nonbinding ...soft, porous and absorbent... lightweight... easy to care for... easy to put on and take off, with snap openings for quick changes.

Stretch fabrics and knits, colorfast and preshrunk, are particularly suitable for their clothing. Safe, non-toxic trimmings should be kept to a minimum and have the same care features as the garment itself. Durability is not of supreme importance because infants outgrow their clothing quickly. Since proper size and fit are essential for both comfort and health, it is advisable to know the baby's measurements and weight when you shop. Or take along as a guide a garment that fits well and allow slightly more for growth.

Children can be quite hard on clothes, so sturdiness and easy-care features are most desirable. Their size and cut should allow ease in dressing and undressing, as well as providing total freedom of movement. The hipspread and length from neck to crotch in one-piece garments should be long enough to permit easy bending, for example. Clothes should be designed so there will be no restriction on any part of the body and the weight of the garment will be supported by the shoulders. Trimmings should be securely attached and flat, so they will not catch on anything. Jackets, coats and snowsuits should ideally be in light, bright, highly visible colors. Hoods and hats should not hamper vision. Flame-resistant sleepwear is discussed on page 12.

It is helpful to take children along to try on clothes when shopping. If this is impossible, at least have a tape measure and their measurements on hand. If buying by mail, check the measurements against those in the catalogue. Design features which accommodate growth are very desirable: deep hems, wide seams, adjustable cuffs (tacked at seams so they won't droop); adjustable or stretch shoulder straps; adjustable or high, low or undefined waistlines; raglan or kimono sleeves; and pleats, gathers and tucks. Two-piece garments and separates also adjust well to rapidly growing limbs. Oversized clothing is not recommended for both psychological and safety reasons. Children are more likely to trip in long pants, for instance, and they feel ridiculous in garments that are obviously too big. While permanent press finishes are easy to launder, they may limit the alteration of clothes that become too small.

In Canada, shoppers are assured that children's clothes bearing the CSS (Canadian Standard Size) label were constructed according to a standard set of body measurements that have no relationship to the quality of the garment or the age of a child. As a result, it is now easier to buy clothing that fits. Because this system is voluntary, however, not all children's garments contain the CSS label.

Most children enjoy trying to dress themselves. The age at which this can be managed depends upon the way the clothing is made, as well as upon the child's training. Some self-help features favored by parents and children include: plackets or openings large enough to go over the head easily; nickel-sized buttons and not too many of them; elastic waists; large armholes; slanted, easy-to-reach pockets; markers to show the front and back of garments; and fasteners that are easy to use and can be securely closed. Fasteners of the same type and in the same place also facilitate learning. As soon as children express an interest in selecting their own clothes, it is wise to let them do so. This may help them learn how to make choices and induce them to take more pride in their appearance. It may even encourage them to take better care of their clothes!

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Sewing

Sewing can offer many advantages. It enables you to create original garments because you can select the fabric, color and style wanted...achieve the desired fit...obtain high quality construction...satisfy a creative urge... perhaps save money. The disadvantages? It takes time and often a considerable amount of skill. It can be difficult to know in advance if you will like the finished garment. (If a similar one from ready-to-wear can be tried on before the purchase of a pattern, fabric, etc., you may avoid this pitfall.) Lastly, you may find that sewing is not your thing!

Sewing machines

Do you already own one? If not, think carefully before making a purchase. First of all, try to determine how much you enjoy sewing by making something on a rented or borrowed machine. If the experience is unrewarding, you may want to continue buying most clothes ready-made. Yet a sewing machine is a handy piece of equipment to own, even if used only for simple sewing jobs and clothing repairs. One of the simplest and least costly types would surely suffice for such purposes and, if bought second-hand, would cost even less. (There are a lot of these to be found through want ads.) Or perhaps you would prefer to buy a rebuilt machine from a dealer; these often come with a limited warranty.

There's an amazing variety of makes, models and prices available for those interested in a new sewing machine. The four basic types are:

- **Straight stitch.** This makes straight stitches only, forward and reverse, but attachments can be purchased to make a zigzag stitch, buttonholes, etc. A straight stitch machine should readily meet all basic sewing needs.
- **Zigzag stitch.** This stitches from side to side as well as straight. It will also make decorative stitches, but manually only. This is useful for those who wish to sew on many stretch fabrics, and to finish the edges of woven fabrics.
- **Automatic.** These machines contain pattern cams, or built-in discs, which make straight, stretch, chain, zigzag and decorative stitches, all automatically. They usually have additional cams available for the more adventurous and ambitious sewers.
- **Electronic.** Instead of cams, these machines contain solid-state circuitry which enables the sewer to select stitches with a single touch.

Ask an experienced sewer for recommendations, if possible. Check out recent ratings of machines in current issues of consumer rating magazines. Then investigate at least three different makes in order to find the one that will best meet your anticipated needs. (Remember that the price usually increases with the number of novelty features offered, and although many of the most avid sewers find they have little use for fancy stitches, many consumers choose a machine largely on this basis.) Request a demonstration and then try each machine yourself. The checklist in the adjoining box should assist you in making a wise choice.

- Does the machine have a good forward and backward straight stitch? Its quality is of primary importance, because it is the stitch you will undoubtedly use most often.
- How readily can the stitch be changed from forward to backward?
- Is the light in the presser foot area adequate?
- How easily can the machine be threaded?
- How easily can the bobbin be threaded and changed?
- How easily can the stitch-length setting be changed?
- How much clearance is there between the presser foot and throat plate when the foot is raised? Will it accommodate several layers of bulky fabric?
- How smoothly does the feed dog operate?
- Can the speed be readily controlled?
- What accessories are included? Are they easy to use?
- Is the instruction book easy to understand?
- What are the terms of the warranty? Who guarantees the machine — the manufacturer, dealer, or both? Evaluate the service agreement offered, if any.
- Are replacement parts and repair service readily available?
- Are lessons on operating the machine included? Take them, even if you are an experienced sewer, so you can make full use of its features.

Choosing patterns

A simple dress that looks professionally made is more attractive than an obviously homemade designer's suit. Sewing skills involve more than knowing how to operate a machine — for instance, the ability to select patterns and fabrics that are not only well-suited to each other but to the wearer. It is also important to find patterns compatible with one's sewing ability and amount of free time! Numerous easy-to-make patterns are available for the beginner or the very busy.

Pattern companies have cooperated to correlate pattern sizes more closely with the average body sizes of North Americans, but because these differ somewhat from those of ready-to-wear, you should know your body measurements before choosing a pattern. Many of these have been designed expressly for particular figure types: misses, juniors, young junior/teens. Figure types are determined by vertical measurements (height, back waist length, bust position), and sizes by horizontal measurements (bust, waist, hips). To determine your correct figure type and size, take your measurements according to directions in the pattern book, and then compare them with those on the chart located in the back. Most patterns are selected by the bust measurement, but skirt and pant sizes depend on the waist and hips. Before laying the pattern on the fabric, compare your own measurements with those of each piece, allowing for fit and fashion features, and increase or decrease as needed, according to instructions.

Sewing and metrics

The United States has now joined Canada in making the switch from customary measurements to metric, joining practically every other nation in the world. Several years before this, however, pattern companies began printing all measurements in both metric and the customary terms, simply because their markets were worldwide. Metric measuring tools —tape measures and sewing gauges, for example — are now available, and sewing notions and fabric widths and lengths will be expressed in metric terms before long. (A fabric width of 90 cm will probably replace the popular 36-inch, 115 cm the 45-inch, etc.). As sewers become familiar with the metric terms and comfortable about using them, they will find it much easier to adapt to the metric terms used in other contexts.

Choosing fabrics

Recommendations for fabrics and sewing notions are found on the back of the pattern envelope. Firm, closely-woven fabrics are good for tailored dresses and suits. Soft silhouettes or draped details are best in lightweight, pliable fabrics. When selecting yours, be sure it behaves like the fabric shown in the illustration on the pattern envelope. Many patterns and sewing materials have been especially designed for use with knits, but the proper fit and look depend upon their stretchability. Be sure to compare the stretchability with the measurements on the pattern envelope. If you are a novice at sewing, it would probably be wise to select a moderately priced, easy-to-handle fabric for your first project.

Get into the habit of checking the fiber content and care requirements of a fabric before making your final decision. By law, this information should be stated either on hang tags or at the bolt end. Care labels to be attached to the finished garment are available at point-of-purchase. Is the fabric preshrunk? By preshrinking the fabric in the recommended manner before cutting, you will eliminate the possibility of any residual shrinkage. If the manufacturer's name is not included on the care label, write it down on the sales slip and later, if dissatisfied, you can let the store and manufacturer know.

Check to see if the selected fabric is rolled straight on the bolt. Is the weave or print off-grain? If so, try to find a satisfactory substitute. If it is pressed off-grain, you may be able to make do, providing the creases can be ironed out. (This would be impossible if the fabric is permanent press.) Before the fabric is cut from the bolt, inspect it on both sides for flaws, snags and stains. Make sure that the clerk cuts it evenly and carefully, without stretching it. Knits should not be put through the measuring equipment.

To match the outer fabric there are lining and underlining fabrics and interfacings in every weight, texture, color, fiber and finish available today. Notions too are more numerous and varied than ever before. Be sure those selected are also compatible with the fabric. For additional information on sewing, sewing machines, fabrics, etc., see the **Suggested resources** on page 38.

Apparel care

Clothes last longer and look better if they receive proper care. Therefore, clothing care begins with reading and heeding the labels and tags! In the United States, the Federal Trade Commission ruling on permanent care labeling now requires that labels giving care and maintenance instructions be permanently affixed to all finished articles of wearing apparel that require care. Yard goods manufacturers and importers must provide clear and noticeable care information on each bolt or roll end. They must also supply retailers with enough care labels for each purchaser, but it is up to individual buyers to request them.

In Canada, Consumer and Corporate Affairs has established a voluntary system of care labeling which is permanently attached to the garment. The system consists of five symbols representing basic care procedures for washing, bleaching, ironing, drying and drycleaning. The symbols also apply to trim, zippers and notions. The three traffic signal colors are used for each symbol to designate different instructions. These symbols relate primarily to the properties of colorfastness and dimensional stability, and not to the ability of the article to wear or otherwise perform satisfactorily in service. If care symbols are to be provided for piece goods, the label should be affixed to the end of the bolt core or spool on which the goods are displayed for sale, or in such a way that the information is clearly visible to the prospective purchaser.

General care tips

As useful as labels are, they can't provide all the important care information. To keep laundry and drycleaning, ironing and pressing — and your clothes replacement rate — to a minimum, you would do well to follow these routine care procedures:

- **Dress and undress carefully** to avoid snags, rips and tears. Put dresses on over your head, or remove shoes before stepping into a garment. Make sure your deodorant is completely dry before doing so, and if you have already applied makeup, proceed with caution.
- **Protect clothes as you wear them.** Wear washable or old garments for work around the house or yard; use aprons and napkins to prevent food stains; wear a raincoat and boots or rubbers in bad weather; use dress shields or anti-perspirant to prevent perspiration damage; do not overstuff pockets or purses. Spray ties, cloth purses, etc., with a soil-repellent product before using.
- **Do not wear jewelry that will discolor**, snag, tear or otherwise damage garments. Be sure pens do not leak before pocketing them.
- **Check out seats** for crumbs, spillage, dirt, candy and gum before sitting down, and be careful what you lean against.
- **Inspect your clothes carefully**, immediately after wearing. Are any spots or stains present? Remove them promptly with proper cleaning agents and techniques. Consult a commercial cleaner if you are not sure of fiber content or method of stain removal. Do not press or iron stained areas. Heat-set stains are difficult, if not impossible, to remove. Does the garment have any missing buttons, tears, rips in hem or seams? Repair them right away! If it does not need laundering or cleaning, press or iron as required. Steam out wrinkles by hanging the garment in the bathroom while you shower or bathe.
- **Place clothes of woven fabrics on wooden or plastic hangers** after each wearing. (Wire hangers are the wrong shape and can rust in damp climates.) Remove belt so as not to strain loops. Take time to fasten buttons and close zippers. Wrinkled sleeves? Stuff them with tissue. Be sure that shoulders, sleeves and creases are straight, that collars and lapels are in place.
- **Brush garments to remove lint and dust.** Don't forget collars and cuffs!
- **Sweaters and other knitted garments should be folded** so they won't stretch, and placed on a shelf or in a drawer.
- **Prepare clothes for seasonal storage.** Because of their vulnerability to moths and carpet beetles, woolen garments in particular should be stored according to certain procedures. To insure the elimination of any moth larvae they might contain, it is wise to launder or dryclean them before storing. Even man-made fabrics and those with moth-resistant finishes can be damaged if food spots and stains attract insects. If the clothes have been recently cleaned and you do not regard this as necessary, follow directions as given above for short-term storage (repairing, brushing, etc.). They

may be hung in garment bags containing moth balls, flakes or crystals, used according to directions. Or if you prefer, fold loosely and neatly to avoid wrinkles and store in boxes. Cardboard boxes will do; cedar chests and cedar-lined closets aren't needed if these directions are followed and if the boxes and closets used are first carefully cleaned to remove any moth larvae. Be sure to list the contents of each box in a highly visible place!

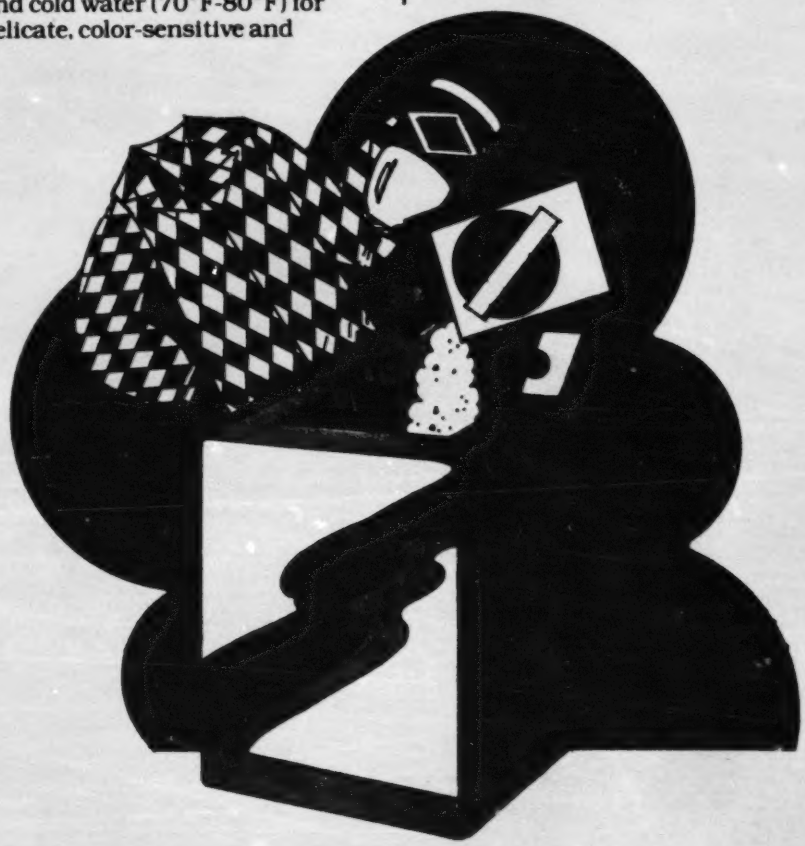
Laundering

Successful laundering begins before the clothes go into the washer, because the procedures used have a direct effect on the way they will look and wear. To prepare clothes for washing, empty and turn pockets inside out... turn down pant cuffs and brush out any dust or lint... fasten closures, especially zippers ...remove unwashable trims... tie strings and fasten attached belts... make necessary repairs ...pretreat heavily soiled or stained articles as needed.

Sorting clothes also can eliminate many laundering problems. Generally, they should be separated into whites, darks, and medium and bright colors. (To test a new colored item for colorfastness, wash it separately the first time. If no color is lost in the wash or rinse water, then the garment can be washed with similar items the next time.) Delicate items, regardless of color — loosely knit or woven fabrics and sheers, for example — require gentle care. Do not wash them with heavily soiled items. Lint-producing clothes, such as terry robes and chenille spreads, should be separated from lint-receiving fabrics like corduroy, permanent press and man-made fabrics. If colorfastness and lint are not an issue, just remember to sort clothes into groups that require the same water temperature, wash action and amount of wash time.

Clothes must move freely in a washer for good cleaning, so load loosely. Mix large and small items in a regular load. Temperature of the wash water is another consideration. Hot water (approximately 130°F) is desirable for whites, heavily soiled clothes and diapers; warm water (90°F-100°F) for the majority of wash loads; and cold water (70°F-80°F) for delicate, color-sensitive and lightly soiled fabrics. To conserve energy and reduce the cost of heating water, some consumers have begun to use warm and even cold water washes regularly, and have found them satisfactory. Others have not. Deciding which wash temperatures will produce acceptable results is up to each individual, but the use of cold rinses for all loads will help to reduce energy costs.

As a rule, items that can be washed together also can be dried together. If an automatic dryer is used, be sure the temperature is right for the fabric. Be careful not to overload the dryer, as this will



lessen its efficiency, prolong drying time, and result in uneven drying. Immediately remove garments from the dryer — especially no-iron and permanent press items — to prevent excessive wrinkling. Iron or press articles according to manufacturer's instructions.

Laundry products

Your choice of these will depend upon the kind of water and laundry equipment available, as well as the fabrics to be washed and their condition. It also will depend on the results you desire. Always read the label to determine the purpose for which the product was developed, then follow instructions for its use.

- **Soaps.** These are effective in soft or softened water, for they combine with minerals in hard water to form lime soap or soap curd. Soaps come in bar, granular and flake forms; the light-duty types are for delicate fabrics, hand washing, and light soil, and the heavy-duty or all-purpose soaps are for all kinds of family laundry.
- **Detergents.** These cleaning products are composed of surface-active agents and other ingredients which retain cleaning power even in hard water. They come in two types — light-duty and all-purpose. The all-purpose products are further divided into high and low (controlled) sudsers. Detergents come in granular, liquid or tablet form. Read and follow package directions for best results.
- **Prewash soil and stain removers.** These come in spray, liquid and stick form. Used before laundering, they are especially effective on permanent press and man-made fabrics. Check labels for use directions and the kinds of stains they can best remove.
- **Water conditioners.** When water is hard, these can be added to the wash and/or the rinse water for more satisfactory results. There are two types — non-precipitating and precipitating.
- **Fabric softeners.** These make fabrics soft, fluffy and less likely to wrinkle. They also reduce static cling in synthetics and make ironing easier. Depending on the type, softeners can be added either during the wash cycle, rinse cycle or to the dryer.
- **Starch.** This provides a crisp, smooth finish and may retard soiling, but it is not needed for many of today's fabrics and finishes. Starch comes in dry, liquid or spray forms. Fabric finishes are well suited for man-made fabrics because they provide body without stiffness.
- **Enzyme presoaks.** Enzyme products are used for soaking before washing. They help in loosening heavy soil or difficult protein- and starch-type stains such as blood, gravy, baby formula, chocolate and grass. Presoaks should not be used with chlorine bleach since enzymes will be deactivated.
- **Bleach.** There are two kinds, chlorine and oxygen, which come in liquid and powdered form. Both types help to remove certain stains and to whiten clothes; chlorine bleach also disinfects and deodorizes. Oxygen-type bleaches are safe for all washable fabrics; chlorine bleach should not be used on wool, silk, mohair and spandex.
- **Detergent boosters.** The different types available are designed to add to the performance of detergents. They help to whiten and brighten fabrics and remove certain stains.

Drycleaning

Garments that require drycleaning may be sent to a professional drycleaner or taken to a coin-operated drycleaning center. Whichever you prefer, clean garments before they become heavily soiled and stains set. Empty pockets, fasten closures, make repairs and remove trim that cannot be drycleaned.

- **Professional drycleaners.** They have the knowledge, skill and equipment for effective spot removal, cleaning and pressing. In addition, cleaners may offer services such as dyeing, alterations and repairs; fur, leather and suede cleaning; pick-up and delivery; and storage. You can help the cleaner do the best possible job by informing him of special care instructions, pointing out location and cause of stains, and allowing him enough time to give the garments proper attention.
- **Self-service or coin-operated drycleaning machines** offer some economy and speed, but garments may not receive the special care needed, and errors can be costly! Remember too that the largest expense in drycleaning is the pressing, and some clothing may require professional pressing afterwards. In coin-operated drycleaning, all garments are usually cleaned for the same length of time and with the same process. Prepare the clothes as you would for washing. Clean light-colored items separately from dark, and delicate articles separately from heavy clothing. If the garments are large and bulky, load

Handling complaints

them loosely, so there is ample space for tumbling and fluffing. Remember that fuzzy fabrics may give off lint. Turn sweaters and other knitwear inside out. Turn pockets and cuffs inside out and brush out loose lint and dirt. Remove articles from the machine immediately after cleaning and drying and hang to prevent wrinkling. Air clothing thoroughly before wearing. Most coin-operated centers cannot provide the special care needed to handle suedes, leathers, furs, pillows and items made of rubber and plastic.

Have you ever wondered what to do when dissatisfied with the wearability of a garment, or with a laundry or drycleaning service? No matter what the problem, there are recommended procedures to follow. First of all, get the facts absolutely straight in your mind by writing them out.

Whether the situation involves the wearability of a garment or an unsatisfactory laundry or drycleaning job, try to verify the purchase date or date of service by means of a sales receipt, charge slip, cancelled check or laundry ticket. If the problem concerns a garment's serviceability, try to identify it by brand name, style number, lot number, etc. Contact the customer complaint department or manager of the store and explain your problem, stating what you would like done to remedy the situation (exchange, refund, etc.)

These steps will usually suffice, but if you are dissatisfied with the treatment or compensation received, you might do one of two things. If your complaint concerns a service, contact the local Better Business Bureau, the local or state consumer protection agency or the provincial Office of Consumer and Corporate Affairs.

If a garment's serviceability is the issue, get the manufacturer's name and address from the store and write to the company, explaining your problem as clearly and succinctly as possible. If you still fail to obtain satisfaction and the garment was manufactured in the United States, write to the American Apparel Manufacturers Association, Inc., address on page 37. A purchaser of a Canadian-manufactured garment may obtain its registered identification number from any of the district or regional offices of Consumer and Corporate Affairs Canada, which are located across the country. When a Canadian consumer suspects misrepresentation or finds that a consumer textile product lacks fibre content information, he or she should contact one of these offices.

Appendix

This section includes standard size classifications for different types of infants' and children's ready-to-wear in the United States and Canada. It should help consumers select well-fitted clothing, regardless of garment type, style, price, quality or manufacturer. All sizes are based on body measurements — not on age. Measurements are in inches, weights in pounds.

United States

Body measurements for the sizing of apparel for infants and children

	Size (months)	Weight (pounds)	Height (inches)	Chest (inches)	Waist (inches)	Hip (inches)
Infants' and Babies'	3	13	24	17		
	6	18	26½	18		
	12	22	29	19		
	18	26	31½	20		
	24	29	34	21		
	36	32	36½	22		
Toddlers'	(years) 1	25	31	20	20	
	2	29	34	21	20½	
	3	34	37	22	21	
	4	38	40	23	21½	
Children's	2	29	34	21	20½	21½
	3	34	37	22	21	22½
	4	38	40	23	21½	23½
	5	44	43	24	22	24½
	6	49	46	25	22½	25½
	6x	54	48	25½	23	26½

Body measurements for the sizing of apparel for girls

Size	Weight	Height	Bust	Waist	Hip
7	60	50	26	23	27½
8	67	52	27	23½	28½
9	75	54	28	24	29½
10	83	56	29	24½	31
12	95	58½	30½	25½	33
14	107	61	32	26½	35

Body measurements for the sizing of apparel for boys

Size	Height	Slim		Regular		Husky	
		Chest	Waist	Chest	Waist	Chest	Waist
6	46	23¾	20½	25	22½	26	24½
7	48	24½	21	25¾	23	26¾	25
8	50	25¼	21½	26½	23½	27½	25½
9	52	26	22	27¼	24	28¼	26
10	54	26¾	22½	28	24½	29	26½
11	56	27½	23	28¾	25	30	27
12	58	28½	23½	29½	25½	31	27½
13	59½	29¼	24	30½	26	32	28
14	61	30	24½	31½	26½	33	29
15	62½	30¾	25	32¼	27	34	29½
16	64	31½	25½	33	27½	35	30
17	65	32¼	26	33¾	28	35¾	30½
18	66	33	26½	34½	28½	36½	31
19	67	33¾	27	35¼	29	37¼	31½
20	68	34½	27½	36	29½	38	32
21	69	35¼	28	36¾	30	38¾	32½
22	70	36	28½	37½	30½	39½	33
23	71	36¾	29	38¼	31	40¼	33½
24	72	37½	29½	39	31½	41	34

Canada

Body measurements for the sizing of apparel for infants and children*

Canada Standard Size	For garments that fit the upper part or the whole body				For garments that fit at and below the waist			
	Chest				Waist			
	Girls	Boys	Hips	Stature	Girls	Boys	Hips	Waist Height
2	21½	22¼	20	34-37	19	20	20	19-21½
3	22¼	23	21	37-40	19½	20½	21	21-23½
3x or 4	23	23¾	22	40-43	20	21	22	23-25
5	23¾	24½	23	43-46	20½	21½	23	24½-27
6	24½	25¼	24	45-48	21	22	24	27-29½
6x	25	25¾	24½	47-50	21¼	22¼	24¼	28½-31

*In the case of garments made to fit toddlers and children of either sex, Canada Standard Size garments are made according to the body measurements of boys.

Body measurements for the sizing of little boys' pants (regular and slim ranges)

Canada Standard Size	Regular Pant Sizes			Canada Standard Size	Slim Pant Sizes		
(Regular)	Hips	Waist	Waist Height	(Slim)	Hips	Waist	Waist Height
2	20	20	19-21½	2	20	18	19-21½
3	21	20½	21-23½	3	21	18½	21-23½
3x or 4	22	21	23-25	3x or 4	22	19	23-25
5	23	21½	24½-27	5	23	19½	24½-27
6	24	22	27-29½	6	24	20	27-29½
6x	24½	22¼	28½-31	6x	24½	20¼	28½-31

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Body measurements for the sizing of apparel for girls

Canada Standard Size	For garments that fit the upper part or the whole body (e.g., jacket or dress)			For garments that fit at and below the waist (e.g., skirts or pants)		
	Chest	Hips	Height	Waist	Hips	Waist Height
7	25¼	25	48-51	21½	25	28½ - 31
8	26	26	50-53	22	26	30 - 32½
10	27½	28	54-57	23	28	32½ - 35
12	29	30	57-60	24	30	35 - 37½
14	30½	32	59-62	25	32	36 - 38½

Body measurements for the sizing of apparel for boys

Boys' regular sizes

Canada Standard Size	For garments that fit the upper part or the whole body (e.g., jacket or coat)			For garments that fit at and below the waist (e.g., long pants)		
	Chest	Hips	Height	Waist	Hips	Crotch Height
7	26	25	48-51	22½	25	20½ - 23
8	26¾	26	51-54	23	26	22 - 24½
10	28¼	28	55-58	24	28	24½ - 27
12	29¾	30	59-62	25	30	27 - 29½
14	31¼	32	61-64	26	32	28 - 30½
16	32¾	34	63-66	27	34	28½ - 31
18	34¼	36	65-68	28	36	29½ - 32
20	35¾	38	67-70	29	38	30 - 32½

Boys' slim and husky pant sizes

Canada Standard Size	Slim Pant Sizes			Canada Standard Size	Husky Pant Sizes		
(Slim)	Hip Girth	Waist Girth	Crotch Height	(Husky)	Hip Girth	Waist Girth	Crotch Height
7	25	20½	20½ - 23	7	25	24½	20½ - 23
8	26	21	22 - 24½	8	26	25	22 - 24½
10	28	22	24½ - 27	10	28	26	24½ - 27
12	30	23	27 - 29½	12	30	27	27 - 29½
14	32	24	28 - 30½	14	32	28	28 - 30½
16	34	25	28½ - 31	16	34	29	28½ - 31
18	36	26	29½ - 32	18	36	30	29½ - 32
20	38	27	30 - 32½	20	38	31	30 - 32½

Suggested resources

Agencies and associations

Many trade associations and government agencies provide information on clothing-related subjects to consumers and educators upon written request. Some of these are listed below.

United States

American Apparel Manufacturers Association, Inc. (AAMA)
1611 North Kent Street
Arlington, Virginia 22209

American Fur Industry, Inc.
101 West 30th Street
New York, New York 10001

The American Home Economics Association
2010 Massachusetts Avenue, N.W.
Washington, D.C. 20036

American Home Sewing Association
1270 Broadway
Room 1007
New York, New York 10001

Consumer Product Safety Commission
Bureau of Information and Education
5401 Westbard Avenue
Washington, D.C. 20207

Extension Service
Program Leader
Specialist in Textiles and Clothing
Room 5407, South Building
U.S. Department of Agriculture
Washington, D.C. 20250

International Fabricare Institute
12251 Tech Road
Silver Spring, Maryland 20904

Man-Made Fiber Producers Association, Inc.
1150 Seventeenth Street, N.W.
Washington, D.C. 20036

Men's Fashion Association of America
1290 Avenue of the Americas
New York, New York 10104

National Association of Hosiery Manufacturers
516 Charlottetown Mall
Charlotte, North Carolina 28235

The Soap and Detergent Association
475 Park Avenue South
New York, New York 10016

Sears, Roebuck and Co.
Consumer Information Services
D/703
Sears Tower
Chicago, Illinois 60684

Tanners' Council of America
2501 M Street, N.W.
Washington, D.C. 20037

U.S. Office of Consumer Affairs
621 Reporters Building
Washington, D.C. 20201

Wool Education Center
200 Clayton Street
Denver, Colorado 80206

Canada

Agriculture Canada
Information Branch
located in each provincial capitol

Canadian Cotton Council
1115 Sherbrooke Street West
Suite 304
Montreal, Quebec H3A 1H3

Canadian Textiles Institute
1002 Commerce House
1080 Beaver Hall Hill
Montreal, Quebec H2Z 1T6

Consumer and Corporate Affairs Canada
Information and Public Relations
Place du Portage, Phase I
Zone I
Hull, Quebec K1A 0C9

Consumer and Corporate Affairs Canada
Merchandise Standards Division
(Textiles)
Place du Portage, Tower I
50 Victoria Street
Hull, Quebec K1A 0C9
or
Regional Offices located in:
Vancouver, British Columbia
Winnipeg, Manitoba
Toronto, Ontario
Montreal, Quebec
Halifax, Nova Scotia

J. & P. Coats (Canada) Ltd.
Educational Affairs Department
P.O. Box 519
Station "A"
Montreal, Quebec H3C 2T6

Books and pamphlets

Clothing is a large and complex subject, and to cover all aspects of it in depth in this booklet was clearly impossible. The editors have concentrated on those areas considered of basic importance, devoting little space to topics covered more fully and satisfactorily in other publications. Ordering information is included below for a few of the excellent clothing-related materials available.

The Butterick Sewing Machine Handbook: An Illustrated Consumer's Guide to Buying, Using and Caring For Any Sewing Machine. Courtney, Gretel. New Century Publishers, 275 Old New Brunswick Road, Piscataway, New Jersey 08854. $3.95.

Canada (CSS) Measurement Table. (Children's size chart) Consumer and Corporate Affairs Canada, Information and Public Relations, address on page 37. Free.

Consumer Care Guide for Apparel. American Apparel Manufacturers Association, Inc., address on page 37. Free.

The Facts of Laundry. Consumer Information Center, Maytag Company, Newton, Iowa 50208. Free.

Fibres and Fabrics. Consumer and Corporate Affairs Canada, Information and Public Relations, address on page 37. Free.

Furs Naturally. American Fur Industry, Inc., address on page 37. 50¢.

Guide to Man-Made Fibers. Man-Made Fiber Producers Association, Inc., address on page 37. Free.

How to Select Infant's and Children's Clothing. Sears, Roebuck and Co., address on page 37. Free.

Judging How Much Laundry Detergent to Use. The Soap and Detergent Association, address on page 37. Free.

Leather Care. Tanners' Council of America, address on page 37. Free.

Leather In Our Lives. Tanners' Council of America, address on page 37. Free.

Look At That Label! Consumer and Corporate Affairs Canada, Information and Public Relations, address on page 37. Free.

Modern Textiles. Lyle, Dorothy Siegert. John Wiley and Sons, 605 Third Avenue, New York, New York 10158. $25.95.

Neatfeet: A Guide to Canadian Shoes. The Footwear Bureau of Canada, Suite 711, 1010 Catherine Street West, Montreal, Quebec H3B 3R4. Free.

Selecting Fashions. Sears, Roebuck and Co., address on page 37. Free.

Selecting Teen Fashions. Sears, Roebuck and Co., address on page 37. Free.

Stain Removal Chart. Consumer Education Department, Lever Brothers Company, 390 Park Avenue, New York, New York 10022. Free.

Textile Handbook. American Home Economics Association, address on page 37. $5.00. (50¢ postage and handling)

Tips on Drycleaning. Available from most Better Business Bureaus in the United States and Canada. Free.

The Vogue Sewing Book. Butterick Fashion Marketing, P.O. Box 1945, Altoona, Pennsylvania 16603. $21.95.

Young Men's Clothing. Sears, Roebuck and Co., address on page 37. Free.

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Acknowledgment

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GRACE C. FRANK, Former Associate Professor, Department of Consumer Studies, University of Guelph, Guelph, Ontario.

MILDRED GALLIK, Director, Consumer Information, The Soap and Detergent Association, New York, New York.

HAROLD GESSNER, Executive Director, The Footwear Council, New York, New York.

JANE JORDAN, Former Director of Public Relations, American Apparel Manufacturers Association, Inc., Arlington, Virginia.

MATTHEW C. KURTZ, Vice President, National Association of Hosiery Manufacturers, Charlotte, North Carolina.

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RUTH WHEELER, Chairman, Home Economics Department, Evanston Township High School, Evanston, Illinois.

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FOOD DOLLARS AND SENSE provides the guidance and information needed to make the most of food dollars. 82 frames. Includes spirit masters. Each $5.50
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WHEELS, DEALS AND YOU discusses planning a car purchase, buying new and used cars, and financing, insuring and maintaining the investment. 84 frames. Includes spirit masters. Each $5.50
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To order or inquire about any of the above materials, write to:

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2700 Sanders Road, Prospect Heights, Illinois 60070

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85 Bloor Street East, Toronto, Ontario M4W 1B4